

“Pushing Boundaries”

2008 Governor’s Tourism Summit

April 17, 2008

Chase Center on the Riverfront

This daylong conference is Delaware’s most important tourism industry event. Don’t miss your opportunity to learn about the latest trends and best practices in tourism destination marketing, business development, technology applications, and workforce recruitment and retention. There will be numerous networking opportunities, an exhibition area featuring industry products and services, and a sensational after-Summit business bash. For more information or to register online, visit <http://dedo.delaware.gov/GTS.html>.

Keynote Speaker

Jim Sullivan

CEO, Sullivision.com

**HIRE POWER: The 10 Best Ways to Find and Build a Dream Team**

What can you learn - and apply - about successful recruiting, hiring and team-building from companies like Starbucks, Walt Disney, McDonald’s, Applebee’s, Panera Bread, Outback Steakhouse, Southwest Airlines, and Target Stores in your operation? Our Keynote Speaker should know...

Jim Sullivan is the CEO of Sullivision.com. In his captivating presentation, Sullivan will focus on the 10 best practices of recruiting, hiring, and retaining top employees in an increasingly competitive marketplace. Sullivan offers a lively and dynamic look at the “new rules” of attracting and keeping high-performers with practical, creative, and no-cost/low-cost ways to recruit, motivate and inspire iPod-generation professionals.

## Schedule at a Glance

7:30 a.m. - 8:30 a.m. Registration & Buffet Breakfast

8:30 a.m. - 10:30 a.m. Keynote Speaker - Jim Sullivan

Sponsored by the University of Delaware, Department of Hotel,  
Restaurant & Institutional Management

10:30 a.m. - 10:45 a.m. Refreshments with the Exhibitors

10:45 a.m. - 12:00 p.m. Morning Breakout Sessions

### Travel Marketing 2.0: How to Reach the YouTube Space-Face Generation

The Internet has changed the way consumers shop for vacations. In this informative session, you will learn how to optimize search engine placement and develop e-advertising campaigns that reach Web savvy travelers. Lee Mikles of the Archer Group is back by popular demand to show you how to generate real results.

### Turn Green into Green: Eco-friendly Tourism

Tourism is a vibrant worldwide industry, but it is also one of the most destructive to our environment. At this session, Tom Griffin of Virginia's Department of Environmental Quality will discuss his involvement in the highly successful Virginia Green Program. Come experience a session that will not only demonstrate ways to reduce tourism pollution, but will also educate attendees on different ways to attract new visitors while saving money in the process.

### Are You Getting The Best Bang for Your Marketing Buck?

Talk time has expired. Hot ideas on measuring marketing and evaluating your Return on Investment has moved from research to practice. Bruce Poster, President of Southwest Planning & Marketing, will tell you about ways to measure the success of your marketing programs, including market and feasibility studies, impact assessments, surveys, focus groups, and strategic planning.

12:00 p.m. - 2:45 p.m. Awards Luncheon

Sponsored by Baltimore Sun Media Group

### The Economic Outlook and Implications for the Tourism Industry

High energy costs, volatile financial markets, consumer debt, and falling home prices pose serious risks for the U.S. economy. Adam Sacks, Founder and Managing Director of Tourism Economics, will explore these issues and their implications for tourism performance in the U.S. and in Delaware.

2:45 p.m. - 3:15 p.m. After Lunch with the Exhibitors

3:15 p.m. - 4:30 p.m. Afternoon Sessions

[Travel Marketing 2.0: How to Reach the YouTube Space-Face Generation](#)

If you miss this morning session, here's another chance.

[What's Growing in Your Backyard? - The Latest on Tourism Commercial Development](#)

Robert E. Buccini, founding partner of The Buccini/Pollin Group, Inc., will present an update about current commercial development projects, including the exciting Riverfront and Downtown Wilmington development, as well as highlight projects planned for the future.

[Good Things Come in Complete Packages: Partnering and Cross-Promoting Destination Packages](#)

Packaging is a cost-effective way to increase tourism to a region as well as individual businesses. As a cooperative marketing effort, packaging maximizes the exposure of multiple attractions rather than individual promotion. In this session, learn how to create packages that will produce positive business results for you and complementary businesses.

4:30 p.m. - 6:00 p.m. Visit with the Exhibitors &  
After-Summit Business Bash!

[Sponsored by Southern Living magazine](#)